

AO 120 (Rev. 08/10)

<p>TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450</p>	<p>REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK</p>
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In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been filed in the U.S. District Court **Eastern District of Texas** on the following

Trademarks or Patents. (the patent action involves 35 U.S.C. § 292.):

DOCKET NO. 6:12-CV-587	DATE FILED 8/30/2012	U.S. DISTRICT COURT Eastern District of Texas
PLAINTIFF Blue Spike, LLC	DEFENDANT The Nielsen Company (US) LLC	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 7,346,472	3/18/2008	Blue Spike, LLC
2 7,949,494	5/24/2011	Blue Spike, LLC
3 8,214,175	7/3/2012	Blue Spike, LLC
4 7,660,700	2/9/2012	Blue Spike, LLC
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY <input type="checkbox"/> Amendment <input type="checkbox"/> Answer <input type="checkbox"/> Cross Bill <input type="checkbox"/> Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE
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Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy



Eric M. Albritton
Stephen E. Edwards
Jason D. Cassel
Michael A. Benefield
Debra R. Coleman

September 5, 2012

Via Certified Mail/Return Receipt Requested

Mail Stop 8
Director of the U.S. Patent
And Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Re: *Blue Spike, LLC v. The Nielsen Company (US), LLC*
Civil Action No. 6:12-CV-587

To Whom it May Concern:

Enclosed please find four copies of the fully executed Report on the Filing or Determination of an Action Regarding a Patent or Trademark.

If you require anything further, please contact me at your convenience.

Yours very truly,

A handwritten signature in black ink that reads "April M. Hall".
April M. Hall
Legal Assistant

/ah

Enclosure

